

**Grace A. Dow Memorial Library
Library Board Minutes
Wednesday, March 18, 2015, 7 p.m.
Library Board Room, Mezzanine Level**

I. Roll Call

Burhans called the meeting to order at 7:00 p.m.

PRESENT: Melissa Barnard, Maxine Brink, Michael Burhans, Lucille Cronin, Steven Markey, Laura Peterson, Debbie Hayes

ABSENT: Sarah Galt

ALSO PRESENT: Ron Beacom, Manager of MCTV and Library Communications;
Roberta VanHolstyn, Technical Secretary.

II. Acceptance of February 18, 2015 Meeting Minutes

Motion made by Markey to accept minutes as submitted, seconded by Hayes. Motion approved.

III. Additions or Changes to the Agenda

None

IV. Public Comments

None

V. Director's Report

Barnard expressed appreciation to Burhans, Galt, and Peterson for volunteering to help promote the "Yes You Can" campaign at the February Friends Book Sale. Hayes was thanked for the article that she wrote about the Library that was published in the Midland Daily News.

In response to a question at last month's meeting about what is included in the ILL/Misc count, Barnard explained that in addition to the interlibrary loans, eBook and eAudiobook circulation, and the check out of the book baskets are part of that statistic. The Board did not choose to change the format of the statistics presented. The eBook circulation will continue to be provided on a separate chart. Peterson did note that the Youth Services circulation was up over the February count last year.

The new catalog interface went live on March 16th. It has a more modern look and has new search features. The old catalog can still be accessed by clicking on Previous Catalog. Markey commented that he had used the new catalog with no problem.

The Eastman Road reconstruction project will begin in April and continue through November. Beacom and the graphics staff are working on a poster for the lobby that will provide alternate routes to the Library.

VI. Patron Comments and Suggestions

SIGNED COMMENTS:

1. Everyone is thoughtful and kind. I have been coming for 20 years. I now bring my grandsons.
2. I greatly appreciate your excellent service in general and your responses to my suggestions for purchases. Thanks very much! PS: Thanks also for continuing to offer annual programs for writers and the recent instruction for tablet users re: eBooks.

UNSIGNED COMMENTS:

1. Thank you for having the parking lot/sidewalks cleaned off nice for the Book Sale.
2. Provide bags for books!
Plastic bags are available at the checkout desk. The Friends of the Library have provided recycled bags that can be purchased for \$1.00 at the checkout desk.
3. Great reading environment.

VII. Library Board Reappointments

Board Member Brink unavoidably exceeded allowable absences resulting in vacating her seat on the Board. She was reappointed by City Council at its March 9th meeting. Members Galt and Hayes have requested to be reappointed for another term on the Board. City Council will act on reappointments at the next City Council meeting.

VIII. City of Midland 2015-2016 Budget Schedule

The 2015-2016 budget will be presented to City Council on April 13th, followed by a work session on May 20th. The Charter-mandated date for the budget to be adopted by Council is May 18th.

IX. Mideastern Michigan Library Cooperative Report

Cronin had no report.

X. Strategic Plan

Barnard reviewed the accomplishments of the Technology Committee for this fiscal year:

- Provided customized set-up and links for new catalog interface
- Increased time allowed on public computers per survey results
- Instituted tablet users group
- Reviewed and migrated information to new website
- Worked to improve wireless access – new equipment installed, cables checked, access points moved
- Helped facilitate move to an enhanced version of DeepFreeze on public computers, reducing downtime
- Reviewed eBooks statistics and changed use limits
- Developed policies and procedures for a pilot project for lending Kindles to youth

Barnard summarized Board actions under their goal in the Strategic Plan:

- Hayes has submitted one of the two op-ed articles for the Midland Daily News. Members of the Board willing to write an article are asked to contact Beacom.
- Board members have participated in two community events: Kid's Day at the Mall and the Friends Book Sale.
- Board members were videotaped for the "Yes You Can" campaign.
- No brochures are ready for distribution by the Board. Work continues on developing new brochures reflecting the Library's "Yes You Can" campaign and building colors.
- Board members have not been asked to assist with greeting at programs. Hayes and Burhans volunteered to help at the Library Tea. Barnard will contact them with assignments and times.

Beacom reviewed recent public relations efforts. There have been 375 views of the "Yes You Can" videos with Board members on the Library's website. We continue to provide op-ed articles to the Midland Daily News. The "Yes You Can" postcards completed at Kid's Day and the book sale are now being shown on the digital signage in the lobby. Beacom shared photos of Burhans and Galt at the book sale.

Barnard's interview with Ralph Wirtz on the Midland Daily News program Front Page will be aired on Wednesdays in early April on MCTV and can be accessed online from the MCTV website.

Ads have been submitted for both the Library and MCTV to appear in the next publication of the Legacy Center's "Youth Connections" magazine. The ads promote upcoming programs for teens.

Beacom recently attended two workshops on social media and shared that he learned that half of all access is now through mobile devices. Facebook, Twitter, Instagram and Pinterest are used by different age groups with Facebook still the most popular social media tool. The purpose of social media should be to drive people to a business and its website.

The Library's Facebook page is updated frequently with more than just program announcements. A new feature is Tech Tip Tuesdays.

Beacom reminded everyone that the Give Local Midland online fundraising initiative is May 5th.

XI. Announcements

Barnard announced that nine teams are registered for adult Battle of the Books. With the number of teams set, librarians are working on the structure of the competition. The Battle will take place on April 11th.

Peterson asked about the theme for the Summer Reading Program. The theme for the children's program is "Every Hero has a Story" and the teen theme is "Unmasked!" Cronin indicated there is a complete list of summer programs that Mideastern Michigan Library Cooperative booked for member libraries on their website.

The Library is partnering with Midland Parks and Recreation to present an event day this summer in a park using the Summer Reading Program theme.

The pros and cons of changing the location of the Touch-a-Truck program are being discussed due to the Eastman Road construction project.

XII. Adjournment

Brinks moved to adjourn. Peterson seconded. Motion carried. Meeting adjourned at 7:50 p.m. The next meeting date is April 15, 2015.